

*December*  
**CONTACTS**  
1950





## **Lest We Forget!**

Above is a picture of the Armistice Day display window for November 11. The white plaque is lettered in gold and has a gold-coloured sword drawn alongside. The poppy wreath at the foot is resting on grey jersey draperies.

The whole display evoked many admiring comments from customers and employees alike.

## *New Executive Assistant*



MR. A. R. TUCKER

Mr. A. R. Tucker, formerly head of the Winnipeg Merchandise Office, has recently been appointed Executive Assistant in the Winnipeg Executive Offices.

Mr. Tucker joined The T. Eaton Company Limited in Toronto in September, 1932. He worked with various departments in the Toronto Store for the next six years, including the Jewellery and Dress Departments and Expense and Merchandise Offices. In May, 1938, he was transferred to the Merchandise Office of the Winnipeg Store.

August, 1943, found Mr. Tucker in Ottawa where he served in the equipment section of the R.C.A.F. until December, 1945, when he was transferred to the Reserve. He then returned to Winnipeg.

Mr. W. J. McKeag succeeds Mr. Tucker as head of the Winnipeg Merchandise Office.



Top Picture—Mr. G. S. Houston at the mike introducing Mr. J. A. Snowden. Mr. W. J. McKerchar and Mr. H. Graham at right.

Left Picture—Mr. W. L. Palk, assistant Store superintendent.

## Assistants' Association Monthly Meeting

On Friday, November 10, the Assistants' Association held the first of its monthly meetings since the flood upset its routine in May. About 120 people turned out for a very enjoyable evening in the Grill Room.

Following dinner and the toast to the King, Mr. G. S. Houston, in the chair, introduced Roy Firth of the Jewellery Department, who entertained the assembled guests with three vocal selections. The Lord's Prayer, which he sang to commemorate Armistice Day, was indeed a lovely tribute.

Mr. Houston introduced Mr. J. A. Snowden, now of the Winnipeg Merchandise Office, and traced his career until he joined the Store a month or so ago. Following this, Mr. Houston introduced the 17 new assistants who had been appointed since the last meeting. Then Mr. Houston introduced the speaker of the evening, Mr. W. L. Palk, assistant Store superintendent, who he said, was a member of a local current affairs group and would talk to us about current affairs.

Current affairs, judging by Mr. Palk's masterly survey, included a good part of the continents of Europe and Asia. The political and economic history of these two populous areas was traced from the industrial revolution in England some one hundred years ago, until the present day.

He told how England, owing to the earlier revolution in her country, had assumed world leadership in trade and had maintained that leadership until the beginning of the century, when the United

States gradually assumed control, owing to Britain's backwardness in industrialization and mechanization.

Britain, like the rest of Europe, had maintained her position as leader by importing raw materials from her various colonies and translating them into finished goods which were sold back to the colonies. As the century progressed England had gradually imported more and exported less and paid for her imports out of investments abroad.

With the advent of the States into the trading picture, things changed. For one thing the States was self-supporting, and did not need to import to the same extent. And for another, the colonies across the globe were gradually assuming independent status and were no longer content merely to feed the British and European markets. They were developing their own markets. They were assuming control of their own land and making their own goods. Also, where Britain had kept the trade barriers down to enable free trade all over the world, the States, in order to protect its growing industries, had raised barriers, thus the whole economic picture had been thrown out of balance.

Then, in Europe, Britain had for one hundred years, maintained the balance of

*(Continued on Page Three)*



## Brushing Up on the Serviceability of Our Goods

The following letter was sent to the Superintendent's Office along with the brush, and here is a picture to show what the brush looks like after 40 years of constant use. May we all be as serviceable after 40 years:

"Box 611,  
"Lennoxville, Que.,  
"October 13, 1950.

"The Manager,  
"The T. Eaton Co. Limited,  
"Winnipeg, Man.

"Dear Sir:

"I expect you have things sent back to you as unsatisfactory to the purchaser. Perhaps I can provide a variation and return something that has been remarkably satisfactory.

"The enclosed brush, which I send for your inspection, was purchased in your store exactly 40 years ago, in September, 1910. It has been in daily use ever since, brushing the family's shoes thousands of times. Although a little worn, it is still serviceable.

"I wonder if that is a record?

"H. Mitchell." (Signed)



It is a pleasure to any of us to sell, advertise or handle goods, and to feel that we are not a party to the game known as "gypping the customer." We handle the merchandise in all good faith, believing that the Company has done its best, through its various agencies such as its skilled buyers and the Research Bureau, to ensure the customer full value for his money.

We say we believe it, because experience has proved it, but we don't always have evidence of the fact to which we can point. Therefore, it is a special treat to come across a customer who keeps track of a purchase he made, and then sits down and writes to let us know about it, so that we can refer to this as a specific instance.

## Assistants' Association Monthly Meeting

(Continued from Page Two)

power by siding with one country or another to keep a second strong power in check. This, in the war-torn countries following the second world fiasco, was no longer possible. There was no strong power but Russia. And Russia had been steadily infiltrating its satellite countries in Europe and Asia, particularly China and Korea, with its communistic principles and building up their armies with red-trained soldiers and equipment.

To offset the power of Russia in Europe there was a desire on one hand to re-arm Germany so that she would be able to help in the defense of Europe, and a fear among some Europeans that this would put Germany back on her pre-war footing where she would, once more, be in a position to start war.

So, to break the deadlock, the Marshall plan has been implemented in the hope that the West European countries could, by 1951, become self-supporting. It had also been necessary to go into Korea to try to offset, by combined action, the communist subjection of that country.

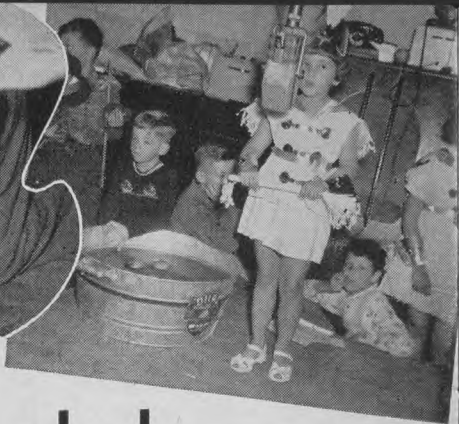
Mr. Palk then warned us of how communism worked, not only through the bad elements in a country, but also through the misguided idealism of some people, and how it infiltrated every aspect of the life with its propaganda.

He finished by saying that Canada faced the hardest task of all. Twenty-five per cent of her budget was being annexed for military operations, yet technically she was not at war. These times called for leadership, patience, discipline and resolve on the part of each one of us, so that we, too, would not succumb to communist pressure.

Mr. Houston thanked Mr. Palk for a very clear exposition of the international situation and remarked that it would not be another five years before Mr. Palk was asked to address the Assistants' Association again.

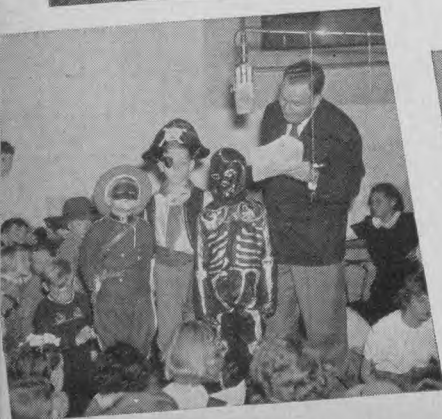
There is but one straight road to success, and that is merit. The man who is successful is the man who is useful. Capacity never lacks opportunity. It cannot remain undiscovered because it is sought by too many anxious to use it.

—Bourke Cockran



# Hallowe'en Apples!

(See Description of Pictures on Facing Page)





# Ghosts and Goblins Galore!

Bewitching little witches, dangerous little devils, silent mounties and gay-coloured cowboys all crowded into Station CBW to take part in the annual Good Deed Club Hallowe'en party, capably handled by Club Secretary Joan Sherman and Announcer Norm McBain.

After the march past, from which the costume judges selected 12 semi-finalists, several young performers took their turns in the spotlight. Tiny Carolyn Gelhorn sang a song titled "Hallowe'en"; Sandra Day danced the Irish Jig, and Ronald Bowman played "Tzena, Tzena, Tzena" on his piano accordion.

There was an apple ducking contest and an apple biting contest, where the contestants tried to eat apples dangling on strings in front of them without using their hands.

Then came the big event . . . the awarding of the Good Deed prizes for the week. The prize for country children went to 5-year-old Rebecca Cumming, of Clanwilliam, Manitoba. Rebecca was rewarded for saving her 3-year-old sister from drowning in a large barrel of rainwater. The city prize went to Brian Playfoot, age 5, who also figured in a near-drowning accident, and held a 4-year-old playmate above water level until help came to lift him out of the water to safety.

Surely, quick thinking on the part of the two little 5-year-olds.

After the costume prizes were handed out, the crowd had a sing-song and departed.

\* \* \*

## Description of Pictures on Facing Page

Top Row—Left: A section of the Good Deed choir singing the Good Deed song. Centre: Bobbing for apples. Right: Carolyn Gelhorn singing "Hallowe'en."

Second Row—Left: Winner of costume prize for boys under 8—Ronnie Watchell as a mountie. Centre: Winner of costume prize for girls under 8—Valdine Siegel dressed as a transfer girl. Right: A section of the gaily-dressed audience.

Third Row—Left: Sandra Day dancing Irish Jig. Centre: Brian Playfoot, 5, winner of the city Good Deed prize for week of October 28, receiving prize from Joan Sherman, club secretary. Right: Ronald Bowman playing "Tzena, Tzena, Tzena" on his piano accordion.

Lower Row—Left: Costume judging of three semi-finalists in class for boys under 8—Norm McBain at the mike. Centre: Heather Fraser in pirate costume giving Hallowe'en recitation. Right: Costume judging for girls under 8—three semi-finalists.

## TELEPHONE TILLIE

Are you the Telephone Tillie in your department? If so, this is for you!

PULEESE: Answer promptly. If person asked for is not available, instead of saying:

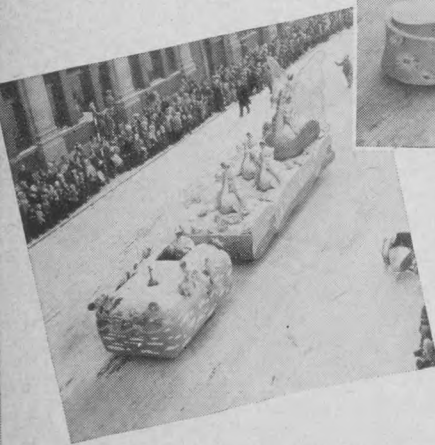
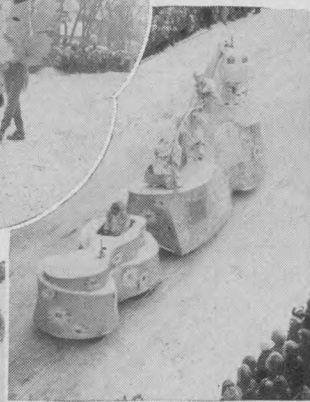
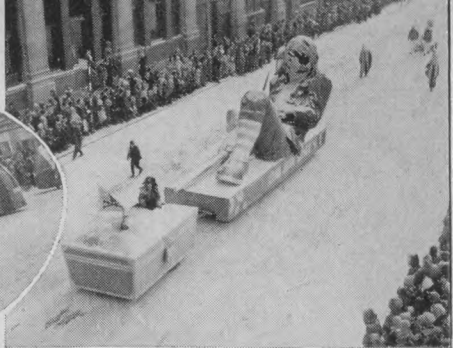
- "He's off the floor." (Sounds as if he's climbing a rope somewhere.)
- "He's on relief." (Sounds as if he's on the dole.)
- "He's gone for coffee." (Appearances are important and this is a business organization!)

Why not say: "Mr. Brown is not in the office just now, may I be of assistance?" If you find you are not able to handle the business, then say you will have Mr. Brown call when he returns; take name and phone number correctly. Write them down on a yellow message pad and make sure Mr. Brown gets the message.

Remember, we may have more trunks than an elephant, but there is a limit to them! Every time we hold up a telephone some customer may say: "To heck with it, I'll try somewhere else."



A trunk operator trying to cope with the 20 per cent increase in calls due to the Christmas rush!



# THE BEST

That was the general trend of remarks by the spectators as Santa Claus finally found his reindeer and caught on the tail-end of the big parade which rolled into town on Saturday, November 18.

The sun on the fresh snow made every inch of the bright floats glitter. The gaily-dressed boys and girls—from five to six hundred of them in the parade altogether—danced along with the floats, whirling their musical toys, shaking hands with the delighted youngsters who lined the streets in droves, and

## Description of Pictures

Top row, left to right: 1—King Arthur's Court. 2—Long John Silver. 3—Santa himself with his eight tiny reindeer. 4—Punkinhead. 5—This Little Pig Stayed at Home. Left side, reading down: 6—Some of the fat clowns. 7—Little Bo-Peep. 8—Daphne Dandelion. 9—Queen of the Fairies float. 10—One of the Teddy bears.





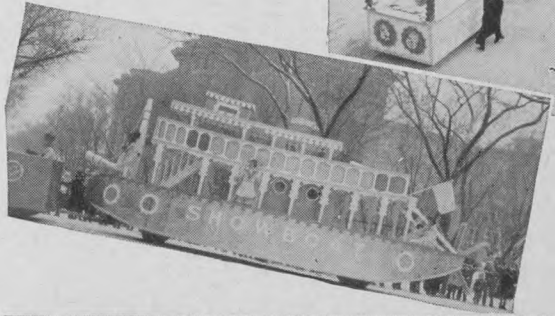
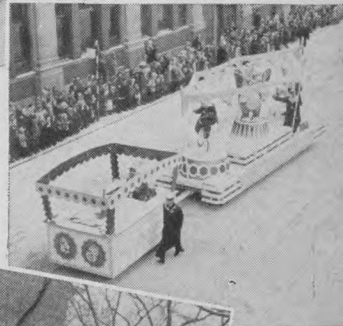
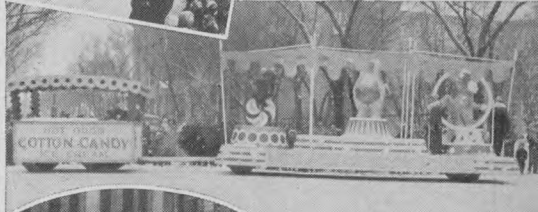


# EVER ... !!

added another note of colour with their bright parkas to the gala day.

After the reindeer pulled Santa to the Toyland door, he climbed up on the roof and talked to the hordes of children who had followed the float to the Store.

One hundred and twenty little ones from various institutions in the city were not forgotten on this children's day. The Company played host to them at the parade and then served a hearty meal in the employees' cafeteria.

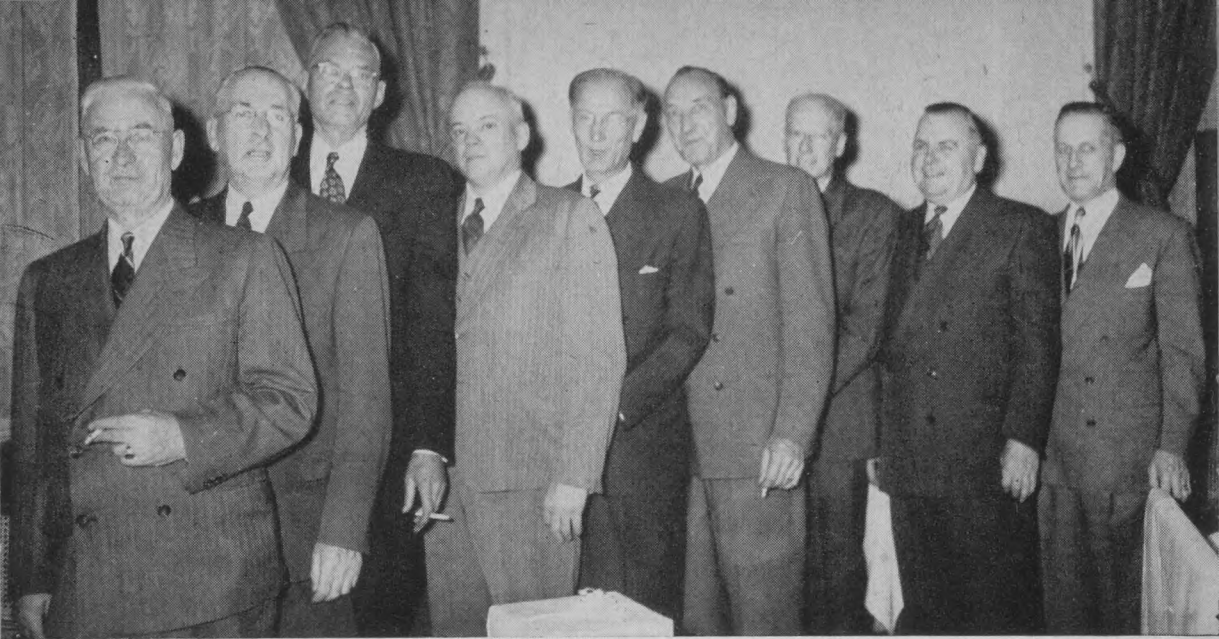


## Description of Pictures

Right side, reading down: 11—Toyland Circus. 12—King of the Eskimos. 13—Toyland Circus. 14—Showboat. 15—Toyland Express.

Lower row, left to right: 16—A section of the crowd. 17—The Old Woman Who Lived in a Shoe. 18—Aladdin's Lamp. 19—One of the bands in costume. 20—Little Red Riding-hood. 21—More of the crowd.





*Left to right—Bob Stronach, W. L. Crooks, L. W. Houston, E. G. Rogers, A. H. Young, Jack McCay, Arthur Bass, Les Cleve, A. F. Harding.*

## M.O. Anniversary Party

The Mail Order followed its usual custom and saved up the anniversary celebrations among the management for its twice yearly party. The second one of the year took place on October 26 when the supervisors, heads of departments and assistants in the Mail Order combined and held a party at the Fort Garry Hotel in honour of eight of their management staff. Two of them, L. W. Houston and Jack McCay, were celebrating their 40th year with the Company. The other six, Bob Stronach, W. S. Crooks, E. G. Rogers, Arthur Bass, Les Cleve and A. F. Harding had 35 years' service each to his credit.

A reception was held in the ante-rooms preceding the dinner, where Mr. R. S. McCordick, general manager, Winnipeg Store, and Mr. R. M. Pinfold, assistant general manager, shook hands with the eight guests of honour.

After a specially good dinner came a hearty sing-song led by Bruce Sutherland, supervisor, Sales Office. It is reported that Jim Johnston's fine tenor contributed greatly to the general effect. Following the singing were solos by the ever-popular Tommy Dodds of the Sales Audit. Bob Robertson, head of department, Jewellery, delighted everyone with his recitations.

Mr. A. H. Young, M.O. superintendent, then rose and, treating the eight men as a unit, sketched briefly some particular point of interest about each one of them. Then came the presentations. In this duty, Mr. Young was aided and abetted by Mr. A. L. Osborne, supervisor, M.O. Merchandise Office, and Mr. Jim Johnston, supervisor, M.O. Operating. They were as follows:

BOB STRONACH, head of department, Women's Sportswear—a nest of tables, presented by Mr. Osborne.

W. S. CROOKS, supervisor, Farm Implements—figurine, presented by Mr. Young.

L. W. HOUSTON, group manager, Men's Shoes—radio, presented by Mr. Johnston.

E. G. ROGERS, supervisor, M.O. Packing—figurine, presented by Mr. Young.

JACK McCAY, head of department, Men's Clothing—coffee table, presented by Mr. Young.

ARTHUR BASS, assistant, Research Bureau—picture, presented by Mr. Young.

LES CLEVE, head of department, Men's and Boys' Furnishings—coffee table, presented by Mr. Osborne.

A. F. HARDING, head of department, Hardware—figurine, presented by Mr. Osborne.

The overwhelming success of the party is attributed by the guests of honour to two things: first, the very good arrangements carried out by Jim Johnston, Bill Curry and Angus Osborne, and secondly, to Mr. Young's presiding genius and very skilful handling of the introduction of the guests of honour. All the guests hope they will be lucky enough to be present five years from now, when their turn comes up again!



## 35th Anniversaries

### ARTHUR GEORGE BASS

The Research Bureau entertained royally in honour of Arthur Bass, assistant, whose 35th anniversary with Eaton's occurred on October 18.

In the morning Arthur was presented with a lazyboy chair and ottoman, Mr. N. S. Brook, supervisor, doing the honours for the department. That evening the staff of the Research went to the home of Mr. Brook and had an hilarious party at which Arthur and his wife were the honoured guests. Apparently Bob Oliphant as the New Year baby, was really "somepin!"

Arthur was born in Surrey, England, and was with the old 121 Department before going to the Bureau where he has been for 33 years.

When asked about his activities, Arthur admits to having enjoyed cricket in his youth, but claims he is an old man now with one foot in the grave and is mainly occupied in keeping the second foot from slipping. This statement was belied by the amusing twinkle in his eye, his alert expression and military erectness. We think he was fooling!

Arthur writes that he married Maude Lithell, a very efficient little school teacher, whom he first met in a small Manitoba town some 40 years ago. Their personal interests at the moment are in a recently installed Timken oil burner which is working remarkably well. It has been found slightly easier to move a small wheel on the thermostat than to take out a ton of ashes, not to mention the ton of coal that first had to be shovelled into the furnace to satisfy its insatiable appetite.



Arthur George Bass

### JOSEPH ROBINSON

Genial Joe Robinson, of the Delivery Department, hails from Derbyshire, England, though he has been in Canada for more than 40 years, 35 of which have been spent with the Delivery Department where he is an inspector.

Joe was with the 43rd battalion in France and Belgium during the first world war where he served for four years. He was wounded twice.

He enjoys golfing and curling, and gardening is one of his pet hobbies. He has won many prizes for his beautiful flowers.

Joe's daughter, Dorothy, used to be with the Foodateria before her marriage. Another daughter, Isabel, is married and living in the States, and there is a son, Norman.

The Delivery Department helped Joe celebrate his 35th on October 26. Mr. Clayton Tucker, supervisor, presented Joe with a coffee table and the best wishes of the assembled staff for another 35 years as good as the first.



Joseph Robinson

### JOHN PILKINGTON

"An all-'round good sport" was his friends' description of John Pilkington when he celebrated his 35th on October 28.

St. Helen's, Lancashire, England, is John's birthplace, and he has spent the last 35 years with the Company in the M.O. Packing.

John had three years off to take part in the first world war. He enlisted with the 108th battalion and served with it and later with the 71st Canadian Forestry Corps in England and France.

John golfs, swims and bowls. He is a member of the War Amputations Association and Canadian Legion Branch of the British Empire Service League.

The M.O. Packing presented John with a sweater and braces and many other gifts arrived throughout the day as friends dropped in to wish him "many happy returns."



John Pilkington

# 35th Anniversaries

(Continued from Page Nine)



Harold W. Sadleir

He reminisced over the days with the Company when the M.O. was unheard of and the requests by mail were handled in the individual departments. Harold worked first in the basement floor of the Store before a couple more storeys were added. Later he moved over to the M.O. building when the M.O. was organized.

Some of Harold's friends on the staff in the Contracts held a dinner at the New Nanking in his honour. Mr. W. E. Curry, head of department, made some complimentary remarks about him, and something was said about a coon coat in which Harold had been known to appear. The gang finished the evening at the Sadleir home where they danced and listened to records.

## HAROLD W. SADLEIR

Although Harold, who has a signature with M.O. Prices, celebrated his 35th anniversary on November 10, he actually was with the Company from 1908 to 1911, but broke his service. He returned in 1915 to stay with us.

Harold says that anyone who has four daughters, two of them twins, will quite understand that he hasn't time for many interests outside the family circle, but he used to enjoy acting in amateur theatricals, and in the first war toured the army camps with a group of players. He is also interested in choral work and sang in Holy Trinity choir for many years.

Somehow, when the gang collected to help Harold celebrate, someone got wind of the fact that he liked cheese, so along with the really nice record albums (Marian Anderson and Kreisler, among others), a present from the staff, he also received—you guessed it—cheese! Some of the girls gave him a pipe. The departmental gift was a Parker 51 pen and pencil set. Harold says he didn't know there was anything wrong with his old pen till he tried his new one.



Teresa Sparks

## TERESSA SPARKS

"Tress," as she is known to her friends, celebrated 35 years with the Company on November 8. She joined the Cash Department in June, 1919, and has worked with it ever since, either cashing or writing exchanges.

Tress was born at Forest River, North Dakota. She was one of a large family who later moved to Portage la Prairie, where Teresa grew up.

Her favourite hobby is gardening, though she sews and embroiders, too, and used to be very fond of skating.

Mr. H. Einarson, group supervisor, Cash, presented Teresa with a mirror and handbag from the staff to commemorate her 35th and wished her many more happy years.

Teresa's warm-coloured auburn hair is apparently a token of her warm heart which makes her one of the most popular of people. She has a host of friends in the Store, both men and women. "She is one of the finest people we have on the staff," is the tribute of her friends.

## JOHN GIBSON

"Welcome to the Antique Society," said Mr. J. S. Fowler, assistant, M.O. Women's Shoes, as he presented John Gibson with a gladstone bag in honour of his 35th.

This happened at a dinner party held at the Homestead, November 10, where about 45 members of the Women's and Children's Shoe Departments gathered to honour John Gibson.

The next morning, the day of his anniversary, John, who has a signature in the Women's Shoe Department, was decorated with a scrumptious bouquet of baby bottle, nipples, bassinet and carriage, all arranged in the form of a corsage. A beautifully decorated cake, topped with a pair of china shoes, was placed on his desk.

John, who comes from York, England, served as a gunner in the first world war for three and a half years with the Third Division Ammunition Column. He is married to the former Anna Sunden who was with the Children's Shoes, and they have three children, Kenneth John, Donald Charles and Beverley Anne. Ken works with M.O. Notions and Don with the Children's Shoes.

John used to play football and cricket in his younger days and still enjoys golf and curling.



John Gibson



# 35th Anniversaries

## LEONARD RINGROSE

A veteran of both wars is Leonard Ringrose, of M.O. Packing, who had his 35th anniversary with the Company on November 13. Len served three years in the first war with the first 27th City of Winnipeg Battalion overseas, and in the second war for four years with the second 37th Veteran's Guard Company in Canada. He still retains his interest in the army.

Leonard, who comes from Birkenhead, England, is married to the former Gladys Wonnacott of M.O. Cash.

"An awfully decent chap, liked by everyone," was the tribute paid to Len when he celebrated his big day. The department gave him a beautiful table lamp and many friends called during the day with their gifts and good wishes.

Len is very interested in gardening and used to enjoy a game of golf. He says of his Store service: "Have helped on the auxiliary staff in several city merchandise departments during the big sales and busy days."



Leonard Ringrose

## MILDRED ETHEL SMITH

(No picture)

Winnipeg is the birthplace of Mildred Smith who celebrated her 35th anniversary with the Company on November 5.

Mildred received a beautiful handbag, compact and gloves as gifts of the department in honour of her anniversary, and also a lovely lapel pin from some of her friends.

Mildred has been with the M.O. Copying for her full length of service.

## Congratulations on Your 30th

1920 - 1950

Paul Huot (M.O. Multigraph).....	October 6
Jack E. Hutchinson (Supplies).....	October 11
Dora Jonasson (M.O. Money Returns).....	October 19
Dorothy Hale (Telephones).....	October 25
John O. Sutherland (Elevators).....	November 9
Minnie Stacey (M.O. Piece Goods).....	November 23

## RECENT APPOINTMENTS

### Winnipeg

Department W246—Women's Sportswear, Blouses, Skirts, Sweaters:

MISS E. HUKKANEN, head of department.

Department W341 — Women's and Half-Size Dresses, all prices:

MISS H. GIROUX, head of department.

Department W209—Women's Lingerie, Foundation Garments, House Dresses, Aprons, Uniforms, House Coats, Dressing Gowns:

MR. R. E. KING, head of department;

MR. N. R. FRANKLIN, assistant.

Department W205—Books and Stationery, Magazines, Office and School Supplies, Artists' Supplies, Household Supplies, Photo Albums, Favours, Greeting Cards, Stamps and Gift Novelties;

Department W1005—Lending Library:

MR. M. E. FREEMAN, assistant.

Department W212—Drugs, Patent Medicines, Surgical Supplies, Toiletries, Brushes, Soaps, Cameras, Photo Studio:

MR. J. C. MARSHALL, assistant.

Department W214—All Candies, Pandora and Cottage Sweets;

Department W14—All Candies, Pandora and Winsome Chocolates:

MR. H. D. RUTHERFORD, assistant.

### Regina

Department R212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:

MR. M. BERGER, assistant.

Department R229 — Men's and Boys' Clothing, Made-to-Measure, Hats, Caps and Furs:

MR. S. G. UDELL, assistant.

Department R270 — Furniture, Sewing Machines, Beds, Springs and Mattresses;

Department R272 — Carpets, Linoleum, Oilcloth, Tile and Oriental Rugs:

MR. C. J. CANT, assistant.

Department 284—Meats, Fish and Poultry;

Department 379—Foodateria, Groceries;

Department 580—Fruits and Vegetables:

MR. A. POSYNIK, head of department (pro tem).

### Saskatoon

Department S928—Basement Store—Men's and Boys' Furnishings, Ladies' Ready-to-Wear, Lingerie, Piece Goods, Staples, All Gloves, Hosiery and Shoes:

MR. R. RANDALL, head of department.

MR. K. WEBB, assistant.

Department S201 — Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neckwear, Belts:

MR. H. W. COXFORD, head of department.

(Continued on Page Thirty-Two)



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



# Welcome to the EATON Quarter-Century Club



1



2



3



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6



## Welcome to the Quarter-Century Club

### ① ELLEN I. DEASON

The M.O. Lingerie has been Ellen Deason's second home for the last 25 years, so when her Company anniversary rolled around on October 31, the whole staff joined in the celebration.

Mr. J. J. Dermody, supervisor, presented Ellen with silver flatware as a gift from the department. He remarked that Ellen, who has a signature in the department, was a reliable worker. She turned out a full day's work every day.

Ellen was born in Saskatchewan and is a former member of the Winnipeg Canoe Club, golf and paddling section; Eaton Swimming Club, Curling Club, Eaton Golf Club, a former member Winnipeg and Eaton Ski Club, Onwego Snowshoe Club and Eaton Bowling Club.

Ellen says of her Store service: "I can only say that the 25 years spent in the M.O. Lingerie have passed very quickly and have been most pleasant. I have met and worked with so many wonderful people during that time, I feel I am a member of a very large and happy family in joining the Eaton Quarter-Century Club."

### ② MARY LOCKHART PATTON

M.O. Money Returns was the scene of a quarter-century presentation on October 26, when Mary Patton celebrated her 25th year with the Company.

Mary comes from Grangemouth, Shropshire, Scotland, and has been with the Money Returns for her entire length of service.

The department gave Mary a camera and case to honour the day, and friends presented individual gifts, among other things cups and saucers.

### ③ FRANK DONALD

Frank is a night elevator man with the Company. He celebrated his quarter-century anniversary on the 28th of October.

Mr. A. P. Bowman, head of department, presented Frank with silverware and the good wishes of the staff.

### ④ EDITH ANN MCGREGOR

"Mac," as she is affectionately known to staff and customers alike, joined the Quarter-Century Club on October 29. The entire Dress Department helped her celebrate, and she arrived to find her desk piled with gifts. The department gave her a gold watch engraved with her initials, presented by Mr. J. A. Ferguson, supervisor. Altogether, through customers, friends and relatives, she received about seven pounds of chocolates, hosiery, gloves, perfume and all the pretty fripperies dear to women. Mac's corsage was sent to her from Toronto by the former Alice Coulter, who was at one time buyer for the Winnipeg Dress Department.

Mac was one of thirteen children, and grew up and went to school in the lovely towns dotted around the Ottawa valley. She took music and singing, in which she is still particularly interested, for most of her school years. She attended business college and worked as a stenographer in the old Bank of Ottawa in Alexandria before she joined the sales staff in the millinery department of Dupuis Freres in Montreal. This increased her knowledge of French, which she had studied in school, and when she first joined the staff of Eaton's in Winni-

peg she was often called on to help with French translation before the Store formed its translation section. She came to Winnipeg in 1925 and has been in the Dress Department ever since.

Mac thinks it is a privilege to belong to the Quarter-Century Club. The Company returns the compliment, Mac, and thinks it is privileged to have such loyal employees.

### ⑤ CONNIE NESS

The Company has another hobby gardener in the person of Connie Ness, who celebrated her 25 years on October 22. Her friends say she would rather be out with a hoe and a watering can than take part in almost any other form of amusement. She is an ardent flower grower.

Connie Ness is a real Manitoban. Her family were in Manitoba before the Riel Rebellion and have lived here ever since, though they were forced to flee for their lives during the big flood of 1882. Perhaps that's why their home is now in Kirkfield Park on the more peaceful Assiniboine!

The M.O. Prices and Inquiry, where Connie has been for the last five years with the Company, entertained her at breakfast in the Grill Room on the morning of her quarter century, and that night they held a dinner party for her at the New Nan-king.

Connie was presented with Trapper point blankets, a watch and a compact from the department, and many friends dropped in to wish her the best. Connie's first twenty years with the Company were spent in the M.O. Salesroom.

### ⑥ ARNOLD GEORGE HARBOUR

Ex-corporal Arnold George Harbour who celebrated his quarter-century on November 2, served over five years with the Fourth Canadian Armoured Division in England and in Europe.

Arnold, who is with the Delivery Department, where he has been for his entire 25 years' service, received a coffee table presented by Mr. Clayton Tucker, supervisor, with the good wishes of the department.

Arnold has two children, Ivy Christine and Arnold George. He is a member of the Orange Order.

## Service With a Smile

**The Delivery Department is in the News Again**

"377 Banning St.,  
"Winnipeg, Man.,  
"October 6, 1950.

"The Editor, 'Contacts,'  
"The T. Eaton Co. Limited,  
"Winnipeg, Man.

"Dear Sir: I would like to draw to the attention of The T. Eaton Company the goodwill that your driver, Gene Lagimodiere, who delivers on Banning Street, near Portage Avenue, is building up among your customers. Unfailingly he arrives at your door, wet or fine, with a pleasant greeting, and his cheerful smile is never wanting.

"I think it only fair that this type of excellent service and courtesy should be acknowledged. There is an old saying: 'Smile and the world smiles with you,' and your driver delivers your merchandise with a smile.

"Yours sincerely,

"Mrs. W. W. Sim."



Timothy Eaton

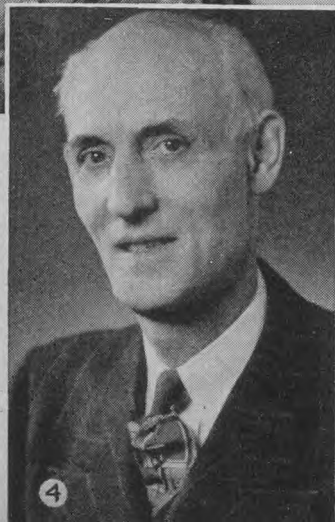
Quarter-Century

Club

Inaugurated 1919



# Welcome to the EATON Quarter-Century Club





## Welcome to the Quarter-Century Club

### ① SAMSON McCALLUM

Mr. R. Hutton, head of department, M.O. Sporting Goods, reminisced over the days when Sam McCallum joined the Eaton staff 25 years ago on November 14. He said that Sam had been a good deal slimmer and had a little more hair then than now. Then he presented Sam with an engraved silver thermos bowl along with the good wishes of the whole department.

On Friday night, November 10, the staff had a party at the West Kildonan Legion Hall, where they had an enjoyable evening dancing. Sam, of course, was the guest of honour as well as the reason for the party.

Sam was born in Bushmills, County Antrim, Ireland, and served for three years with the Third Battalion, Royal Winnipeg Rifles. He is married to the former Ada Wells of 61 Department. They have three children, Billy, 8; Maureen, 4½, and Linda, 8 months.

Sam golfs, curls and gardens, and says he has found his 25 years with Eaton's very enjoyable.

### ② EDYTHE V. COURSE

Edythe's home on the Bar-H Ranch at Maple Creek, Saskatchewan, probably put her in training for her first job with Eaton's. She was an exchange runner in the City Exchange for three years before joining the Service Bureau, where she has been ever since.

The staff of the Service Bureau gathered on November 11 to help Edythe enter the Quarter-Century Club, as her anniversary fell on a Sunday, the 12th.

Mr. R. J. Clydesdale, assistant, presented Edythe with a beige train case as a gift of the department, and, among other complimentary remarks concerning her, said that Edythe made an excellent telephone girl.

Edythe is on the executive of the Eaton Riding Club and is an enthusiastic rider at all seasons of the year. She also bowls and golfs.

### ③ CATHERINE ELIZABETH LORIMER

"A really beautiful girl, can't understand how she has gone unnoticed so long" was a tribute to Kay from one of her managers. The occasion was Kay's 25th birthday with the Company and, incidentally, with the Fancy Goods Department.

About ten of the girls had a dinner for Kay on November 10 at the Don Carlos Restaurant, then on the morning of the 13th, the actual anniversary date, Mr. S. H. Williams, supervisor, presented Kay with a gold watch as a gift of the department. She also received 25 red roses and many individual gifts.

Kay, one of a family of eight, was born in Russell, Manitoba, and took a business course before joining Eaton's, which she remembers was on a Friday the 13th!

However, Kay has been very happy in her work at the embroidery thread counter, particularly as she is interested in knitting, tatting and other forms of handicraft.

### ④ MELVILLE McFEETORS

Morden, Manitoba, is the birthplace of genial "Mel" McFeetors, who had his "famous 25th" on October 26.

The Bedding Department presented Mel with a mantel radio, through the agency of Mr. W. G. Thomson, supervisor, Furniture; and Mr. George Trotter, head of department, Bedding, added a few words to Mr. Thomson's remarks, saying that Mel was a hard worker and a nice chap.

Mel's wife, the former Kay McDonald of old 118 Department, received 25 red roses as her share in the big day's activities. Mel and Kay have two boys, Jimmy, who although only 17, is in his second year architecture at the university, and a 14-year-old already in grade nine. Mel says they get their brains from their mother! We think that if they get their personality from Mel they'll have another asset quite as valuable.

Mel was three years with the Hardware Department before moving to the Furniture, and also served in the first Great War. He was attached to the 27th Battalion and was wounded.

Mel says he is a confirmed home-lover and activities away from the family circle have little appeal for him.

### ⑤ THOMAS COULSON

Begorra, and it's anither son of the auld sod we have celebratin' his quarter-century with the Company on November 14.

Top o' the marnin' to ye, Thomas, from Newton Butler, County Fermanagh, and many more happy years may ye have wi' this foine Company!

Thomas, who is a night watchman, received a mirror as a gift of the department. It was presented by Mr. D. Galbraith, head of department, so that he would remember his 25th every time he looked at it!

Tom says he is interested in gardening and tomato growing is one of his specialties.

## A Quarter for Your Pennies, Ma'am!

The Shopping Service is a department which, as this customer says, must have a lot of interesting angles. Did you know you could buy money? No, we never thought you could either, but it has been done.

Recently a shopper from Nelson, B.C., wrote the Shopping Service asking for three dozen small jingle bells for sewing on shoes. She also wanted to know where she could obtain 25 bright new pennies.

Nothing daunted, the Shopping Service sent her not only the three dozen jingle bells but the pennies, and billed her for the pennies! The customer wrote back:

"This is service de luxe. Never heard of buying money before, but thanks a million.

"You must have an interesting job shopping for all sorts of impossible things.

"Mrs. H. Saunders."

*Impossible or not, the job was done!*

The victory of success is half won when one gains the habit of work. —*Sarah A. Bolton*



## Sponsors Hear Their Duties Outlined by Store Superintendent

Top Pictures—Left: Mr. W. E. Freeman, Mr. W. B. Pickard, Mr. A. D. MacDonell. Right: Miss Ruth Spurway. Lower right: Mr. G. W. Houston at mike.

Lower Pictures—A group from the Lingerie Department. Circle: Mr. MacDonell handing out buttons. A section of the audience.





# Company Gives Dinner for Store Sponsors

## Introduction

The Grill Room at 5:30 p.m. on October 27, was the scene of what has now become an annual feature, the Company dinner arranged by the Assistants' Association for those members of the staff who have been selected as sponsors over the Christmas season.

The staff is increased by four to five thousand people at Christmas time. A good many of these employees are new to Eaton's, and sometimes new to any kind of job.

Each new employee is therefore assigned to one responsible salesperson in the circle where he is going to work, who will guide him through the mass of detail he will have to master to function as an efficient Eaton salesman. As there is only one sponsor in each circle and sometimes as many as ten new employees may be assigned to that circle, it is easy to see that the people chosen as sponsors have an extra load thrust on them at a very busy time. It is a great credit to the organization and the staff as a whole, that this extra burden is regarded as a privilege.

## Entertainment by Eatonians

After a very good dinner the health of the King was proposed by Mr. M. E. Freeman, assistant, Candy Department. Then Mr. W. V. Taylor, assistant, Hosiery Department, led the singing which was accompanied by Billy Komar and his piano accordion. Then Billy played a few solo selections. His contribution to the proceedings was much appreciated. In between numbers, Jack Curle, assistant, Radios, kept soft music playing on the phonograph.

When the tables were cleared, Mr. Stan Houston, chairman, rose and introduced Mr. W. B. Pickard, Store superintendent, the main speaker.

## The Man of the Evening

Mr. Pickard kept his talk in a light, humorous vein, but nonetheless, managed to pack a lot of sound advice in with the humour.

He told how the various Store services were being stepped up, particularly the Service Bureau and the Order Board, resulting in a virtual disappearance of can-

celled orders. Mr. Pickard did not think it was the prerogative of any salesperson to state that goods wanted could not be supplied. He thought that was the privilege of the department head or at least an assistant. He illustrated his statement by telling about a customer who wanted a basket of quinces. The Company didn't usually handle quinces. They were perishable and had to be imported from the east. However, six baskets of quinces were ordered so that this particular customer might be satisfied. That was how far the Company was prepared to go to satisfy a customer's demand.

## Exchanges

Mr. Pickard spoke of exchanging and reminded the gathering of the Eaton guarantee: "Goods satisfactory or money refunded," and added: "See that you live up to it." He said that we might as well be cheerful about exchanges and make it pleasant for the customer.

## Telephones

He told of time wasted through poor telephone usage on the part of the office staff and said that people were being sent into the departmental offices to show the staff how to use the telephone to the best advantage.

## Sponsors' Duties

Mr. Pickard then had a question and answer conversation with Roy Firth (Jewellery) concerning the duties and training of sponsors, which brought out the fact that while no printed information had been made available for the new employees, there was a guide book for sponsors.

Miss Ruth Spurway, of the Educational Office, also answered questions regarding the training of new employees. Miss Spurway stated that each new salesperson was given one day's instruction in which he or she was taught to make out the usual forms, handle money and run the cash register. After that the employees were turned over to the departments to which they were assigned to complete their education by the practical method of actually doing the job. Miss Spurway requested that the sponsors make sure that all new employees received that day's training. If they had not had it before going to the

department, to send them along to the educational office when they reported for duty.

Mr. Pickard then closed his remarks with words of encouragement. He knew that a good job had been done of sponsoring in the past and would be done again. "I know that you are going to do it because you have the experience and you have the training. You have the knowledge and you know how to apply it."

### The Pioneer Sponsor

Mr. Houston introduced Mr. A. D. MacDonell, supervisor, Staff and Welfare, who reminded the sponsors that the impression made on the new employee the first day in the organization lasted through life, and to try to make that first impression as happy as possible. A large number of employees coming in at Christmas were the permanent staff of the future. Remember that their first day was very bewildering and they were slightly off balance, so give them time to get used to their surroundings and make everything as nice as possible for them. We want them all to go home full of enthusiasm for the wonderful place Eaton's is in which to work, as the employees themselves were Eaton's best public relations ambassadors. It is the duty of the sponsors to see that the personnel is properly welcomed and given proper instruction.

Mr Houston thanked Mr. MacDonell and called him the pioneer sponsor, as it was under his aegis that the first sponsors had been organized. Then Miss Ruth Spurway, of the Educational Office, was again called upon.

### Tips on Training

Miss Spurway asked the sponsors to try to make it a little easier for new people to understand our system, which is very complicated. Try to have a little patience with them and their training will come back. She reminded them that a little praise is a very potent weapon when dealing with new people, that there were no born salesmen. "Remember," she said, "to put the workers in an easy frame of mind, plan what you tell them. Look up your manuals and put the ideas into operation. Remember the motto: 'If the worker hasn't learned, the teacher hasn't taught.'" Miss Spurway estimated that probably ten per cent of the training took place in the Educational Office and the other ninety

per cent came from the staff on the floor. That is, the burden was on the sponsors themselves.

### The Button Parade

Mr. Houston thanked Miss Spurway and said her estimate of ten per cent done by the Educational Office was a modest one and that he wished the Mail Order could have some such way of instructing their staff.

He closed with a few words of warning to the sponsors on guarding against preventable accidents by using foresight. Then Mr. Pickard and Mr. MacDonell passed out packages of sponsors' buttons to the assistant or his representative of each department. The button is a round white one with a diamond E in gold and a gold border.

The evening closed with everyone singing "God Save the King."

## Your E.E.C.F. Reports

*Recently the Eaton Employees' Charitable Fund made the following distribution of monies on your behalf:*

\$500 to the Air Cadet League of Canada, Manitoba Branch.

\$600, Winnipeg and District Council Joint Hospital Committee, Canadian Legion, British Empire Service League.

(This is a fund out of which cigarettes, fruit, magazines, candy, and so on, are bought for our wounded veterans who are still in hospital.)

### Junior Executive in the News

Congratulations are in order for Dan Buss, who was presented with the Governor-General's medal for Glenlawn Collegiate. Dan, now in his first year at the university, is Senior Councillor for the 1950-51 Junior Executive.

## SOME OF US HAVE MOVED!

Due to the Christmas activity in the Store, some of the sections have been shifted to new locations. In case customers enquire for them, you will find:

*Luggage* has been moved to the sixth floor.

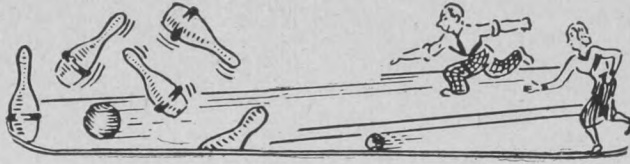
*Auto Accessories* are now in the Hargrave annex.

*Wheel Goods, Baby Carriages and Cribs, High Chairs and Wheel Chairs* are on the seventh floor south.

*Christmas Cards and Gift Wrappings* are on the second floor.



# Eaton's Mixed Five-Pin Bowling League



## PIN-BOY CHATTER

As we hit the "go to press" deadline, seven divisions have completed their first series and these roll-off berths were really contested.

November 14 was a big night for a lot of people, especially those lucky turkey shooters who carried off the birds with better than usual scores. Their names appear at the end of this page.

Those fortunate enough to place on the Charles Gibson, Ruth Bannon and Sam Wasson competitions will find their names on the bulletin boards of each Time Office. And to all of you who are, let's bring home a couple of trophies to Eaton's. It's been done before.

And now for the line-up of past performances:

Division 1—Bill Robertson's Crackers managed to hug a two-game lead over Bill Stewart's Set-Ups and Art Wright's Millwrights for the first roll-off berth. Bill tried hard with a nice 707 last time out and Bill Liver, 801, was tops for the week before.

Other stars were Sig Sigvaldason 727, Pat Fellows 722, Jack Merritt 668, Jack Collett 672, Jack Emerson 672, Jean Roscoe 684, Donna Ducharme 676, and Bette Davis 659.

Division 2—Bill Melnyk and his Boopers just nosed out the Outlaws and Strollers by one game. Tom Scott bowled a lovely 738 but his Scotties were next in line. Betty Greenwood was the high gal with 742, Mary Scott next with 701, George Bennett 711, Ernie Wall 649, W. Maskell 672, E. Bergen 664, M. Magnusson 648, Ruth Baldwin 698, and George Niven 664, have also been doing their best lately.

Division 3—Found Maurice King sweating it out on the last night when he needed one game to stay in the lead. He lost his first two but then pulled through comfortably to take the honours. Don'Nos (D. Mackie), Nationals (R. Puttaert) and Jokers (Gordy Quinn) were all close behind. Top scorers for the division were W. Hogg 758, Gord Quinn 748, J. Brodie 788, M. King 691, Al Farquhar 689, Guy Cancilla 652, Ethel McDougall 747, M. Kurz 729, and J. Green 647.

Division 4—Harold Rogers' Stampeders ended up two games ahead of Vikings and Speed Balls. The Rogers-Sheidow combination turned in such scores as 624, 615, 641, 664, to do it. However, top honours in scoring also go to Percy Cook 708, Noreen Price 724, Jim Williams 678, Ed Olien 690, Frank Swonnell 686, Betty Stevenson 652, Ann Solyatiki 646, and M. McKenzie 636.

Division 5—On total pins only, Stan Smith's Twenty-Niners took a photo finish win from Roy Lowe's Wise Ones who were tied. However, Stan's 764 threesome did the trick. Bob Shusterove has been tops with 721, 688, and the fair lady of the division was F. Polonski with 701. Others to shine

were David Miller 677, Bill Girdlestone 667, E. Course 651, Gladys Morris 648, and Gil Rosie 654.

Division 6—Jumbo Westman, who is always in there to win a series or two, took the first one from Bill Mitchell's Jeeps. Jumbo's scores of 663, 671 and 608 were steady reasons. Anne Ellis was in good form with 756 as was Anne Borniski with 631, 605, Y. Parker 627, Frank Frampton 693, 761, J. Stewart 721, B. Buckboro 670, 663, Norm Hawkhead 668 and Hugh Duyvejonck 664.

Division 7—The last roll-off berth so far went to Don Wilson's Try Hards, four games ahead of their nearest rivals, the Peppy Pals and King Pins. One turkey winner without a doubt was Cy Napier with his single beauty of 365; high three was in the hands of S. Baillie 704. Other good ones were Y. LaFortune 648, R. Wicklund 682, A. Krienke 685, C. Mickoski 692, and E. Canen 297.

Division 8—Still fighting it out for top honours were Albert Gable's Sportogs and Forbes Grassick's Aristocrats. Nearest competitors are George Huntington's Zippers three games behind.

Some of their top scores have been Muriel Robson 660 (275), Al Goble 699, 642, Bill Steed 675 (298), Pat Griffiths 643, 658, J. Lemmon 657, Ewen McFadyen 735, and Elsie Craig 635.


Division 9—Norm Heney's Panthers are still ahead by four games over Syd Day's Tender-Knits. Best show of scores have been by Vic Taylor 663, Signe Johnson 653, N. Wasylik 618, Irene Fenzl 585, Marge Stockley 558.



## TURKEY SHOOT WINNERS

MEN	Score	MEN	Score
J. Brodie	319	C. Napier	416
Maurice King	306	W. Steed	353
A. Krienke	356	J. Torbet	302
E. McFadyen	339	W. Pearn	266
Al Farquhar	298	E. Brown	333
W. Mills	332	W. Girdlestone	323
L. Povey	297	R. Adams	294

WOMEN	Score	WOMEN	Score
Mrs. N. Price	299	C. Hancox	316
Mrs. M. Scott	330	R. Soutter	339
A. Ellis	342	Jean Murray	279
M. Robson	333	Agnes Comack	321
E. Quinl	314	M. Thomas	318
Betty Davies	356	B. Hebb	303
Elsie Course	289	E. Hewitt	290
Mrs. W. Sigvaldason	322	J. McKindrick	287
Mrs. Ann Surby	315	V. Chambers	329
Mrs. E. Howard	310	Irene Robertson	279
E. McDougall	280	C. McKenzie	268
		O. Paulick	330



*Reading Up  
From Lower  
Left Corner*

## More Autumn

1—ANGIE URSO (Grill Room Products) was married to George Dawson at Assumption Church, Transcona, on October 21. Angie received Rogers 1847 flatware from the department and trapper point blankets from the girls on the staff. Mr. and Mrs. Dawson will reside in Brandon.

2—JOYCE BRETHAUER (M.O. Draperies) became the bride of Edwin Leibrecht at the Church of the Blessed Virgin Mary, October 21. The department gave Joyce a sandwich toaster and the girls presented her with blankets.

3—BETTY HAMMOND (Markers) married Don Woodiuss at St. Jude's Church, October 7. The girls on the staff gave her Revere ware and the department presented her with a mirror.

4—GLADYS COOK (M.O. Cashiers) married Charlie Harrison at the minister's home on October 21. The department presented Gladys with Revere ware, a mirror and a carving set, and the girls gave her lamps and a blanket.

5—LUCIENNE LEMIRE (M.O. Copying) was married to Emil Landry at St. Norbert Catholic Church on October 30. Lucienne received a wine satin eiderdown from the department and blankets from the girls on the staff.

6—MOLLY THOM (Wages Office) became the bride of Willard Schultz at St. John's Cathedral on October 21. The girls had a shower for her at Helen Rennie's home where Molly received kitchen equipment. The department presented her with a leather hassock.

7—THERESA NORMANDEAU (M.O. Women's Dresses) married Yvon Fortier at St. Boniface Basilica on October 7. She received a mantel radio from the department.

8—JOAN HEBERT (M.O. Exchanges) was married to Andie Prud'homme at St. Philip's Anglican Church on October 21. The girls gave Joan a coffee table and ornament and the department gave her a bedthrow.

9—DOREEN RINN (M.O. Copying) married Gordon Florence on October 13, at Holy Trinity Anglican Church. The gift of the department was a dinner set and the girls on the staff gave her a bedspread and boudoir lamps.

10—MARY KLASSEN (Shirt Factory) became the bride of George Penner at the Mennonite Church in Niverville on October 14. Mary received china as a gift from the department and the girls gave her lamps and figurines at a shower at the home of Mildred Bales.

# Brides

*—and with them a groom. Still they come, tripping down the long aisle, from all over the Store and Mail Order, to start a new life. We wish them all happiness, health and prosperity.*

11—PHYLLIS GEROME (Cash Office) was married to Allan Lindsay at St. Jude's Church, October 14. The department gave her a Dresden figurine and the girls had a luncheon at the Homestead where she received a mantel radio and Revere ware.

12—MARGARET SMALLWOOD (General Office) married Jack Marshall at Norwood United Church on October 14. Margaret received linen and blankets from the department and a torchiere lamp from the girls on the staff.

13—MAY TURK (M.O. Books) became the bride of John Beverley at her brother's home on October 14. May received a combination bookcase and china cabinet from the department and blankets from the girls.

14—MIKE TOMLINSON (Construction Office) married Gladys McPetridge (Women's Coats and Suits) at St. Stephen's-Broadway United Church on September 29. Mike received an electric mantel clock as a gift of the department.

15—OLGA MELLEN (M.O. Copying) was married to Jerry Bartko on October 21 at St. Mary's the Protectress. Olga received a torchiere lamp from the department and Revere ware from the girls.

16—HELEN MARNIE (Shirt Factory) became the bride of Rudolph Richards at her home in Reston, Manitoba, on October 28. The girls gave Helen a linen and silver shower at the Homestead and the department gave her a copper kettle.

17—MARY FEGAL (Postal Investigation) was married to Edward Nowalkowski at St. Nicholas' Church on October 14. The departmental gift was a mirror.

18—ELSIE CRAWFORD (Educational Office) became the bride of John Law at the Lady Chapel of All Saints' Anglican Church on October 25. The department gift was a Royal Doulton figurine.

19—JULIA DAVIS (M.O. Radios) married Wilfred Hankey at Fisherton, Manitoba, on October 7. She received linen as a gift of the department.

20—FLORENCE TURNLUND (China Department) was married to Edmund Overgaard at Our Saviour Lutheran Church on October 7. Florence received a torchiere from the department and Swedish crystal from the girls on the staff.

21—CLEM GIBSON (M.O. Men's Furnishings) became the bride of Harold Turner at Holy Cross Chapel on October 14. Clem received a radio from the department and the girls on the staff gave her a kitchen shower.







## SECOND TIME CHAMPS

For the second year in a row the Rockets team was successful in capturing the Eaton Softball League trophy for the men's division. Pictured above is the team, reading from left to right:

*Back row*—Frank Knight, Jimmy Hobday, Bud Inch, Doug McPherson, Dennis Briscoe, Henry Enfer, Ross Armstrong.

*Front row*—Charlie Murray, Walt Ritchie, Bob Clarke (manager), Joe Green, Dunc Gray.

*Missing from picture*—Alex Jones (captain), Jack Briscoe, Al McFadzean, Ken Gibson.

## Eaton Women's Curling Club

On November 15, 45 women members met at the Valour Road Legion Hall to open the curling season with a bang-up banquet. Mary Moore, our congenial president, gave a short speech on curling activities for the season and welcomed our new members by having them contribute to the entertainment. They all sang: "Hail, hail, the gang's all here." Believe me, there's a lot of good talent in the group!

The committee girls sang also. The Barber Shop Quartet consisting of Sig Beal, Joyce Wright, Veronica Walsh and Marg Mitchell rendered (and I do mean rendered) the beautiful song, "Home On the Range."

Other song-birds of the evening were Molly Mitchell, Louisa Maughan, Jean Kerr and Veronica Walsh, who contributed largely to the success of the evening.

Mary Phillips, one of our new members, gave a few recitations and told stories which were loudly acclaimed by the audience.

Sig Breckman (the hairless wonder) won the

hat game. Looking at the hair and other articles strewn about the floor, she said: "It was a tough fight, but I won."

Muriel Fraser, who is always ready to donate her talent, played the piano accompaniments for the evening.

The executive of the season is as follows: Ruth Bardal, past president; Mary Moore, president; Madeleine Doyle, 1st vice-president; Mary Ewing, 2nd vice-president; Ethel Smith, secretary-treasurer; Veronica Walsh, ice convenor; Molly Mitchell and Clara Greenwood, assistant ice convenors; Florence Owens, social convenor.



## BASEBALL WIND-UP

The Marlborough Hotel was the scene of action for the baseball wind-up. About 175 people, including the teams taking part in the Eaton Softball League, turned up to dance in the downstairs grill room of the hotel on October 12. The dance music was supplied by the Leon Quintette and the room was decorated with the Eaton Softball League emblem.

At the head table were Walter Scott, president, and Mrs. Scott; Ernie Wall, vice-president, and Mrs. Wall; Mr. A. H. Young, M.O. superintendent; Mr. A. D. MacDonell, head of Staff and Welfare Department, and Mrs. MacDonell; Mr. Foster Johnson, former secretary Eaton Athletic Association, and Bill Clay, publicity representative for the league, and Mrs. Clay.

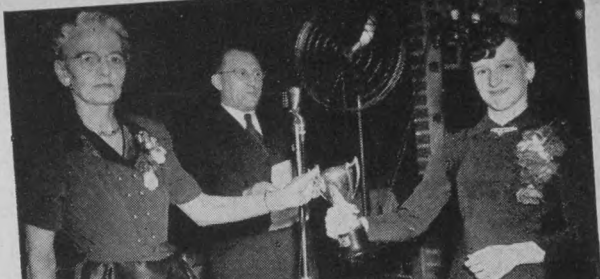
About 9:30 the big event of the evening took place. This, of course, was the presentation of trophies to the winning teams.

Walter Scott, president, stated that while they had been very late starting the season, due to most people scrubbing their basements after the flood, they nevertheless had a very satisfactory season, and next year they hoped to have a much longer and better one. He then welcomed the new team in the league, the Printers, who had returned after an absence of 18 years.

Mr. Scott then called on Mrs. A. D. MacDonell to present the trophy to the winning team in the Girls' Division, the Imps. This was accepted by Millie Ritchie, captain, and Ed McLury, manager of the team.

Next came Alex Jones, captain, and Bob Clarke, manager, representing the Rockets who won first place in the Men's Division for the second year. This trophy was presented by Mr. MacDonell.

Following the Rockets came the runners-up in the Girls' Division, the Cubs, represented by Jean Daly, captain, and Murdoch McDonald, manager. Mrs. MacDonell presented this prize.



Top Row—Sylvia Armstrong receiving most valuable player trophy from Mrs. Clay.

Centre Row—Alex Jones and Bob Clarke receiving trophy from Mr. MacDonell.

Lower Row—Millie Ritchie and Ed McLury receiving trophy from Mrs. MacDonell.

Then followed the runners-up in the Men's Division, the Printers, represented by H. Chatterson, manager. This prize was presented by Mr. A. H. Young.

The prize donated by Bill Clay for the most valuable player in the league was presented to Sylvia Armstrong by Mrs. Bill Clay.

After the prize-giving came a bang-up buffet supper, and the evening finished with dancing.

Great credit goes to Walter Scott, Ernie Wall, Ted Black, Dorothy Chambers and Joan Thompson, the league executive, for such an enjoyable evening. And it is hoped that next year the flood will not interfere so that the season can start in good time and a bigger and better schedule will be the result.



For Description  
of Pictures  
See Facing Page



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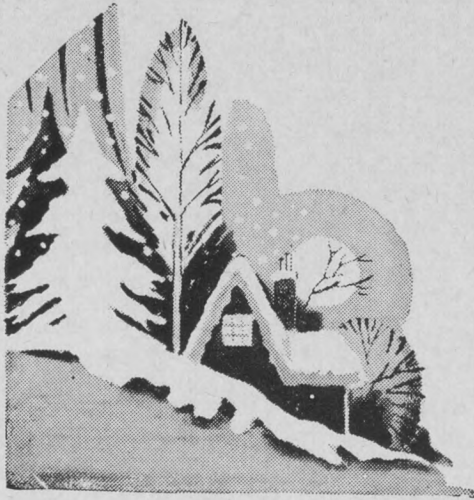


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## Eaton's Tenth Junior Council Stages Fashion Show in Grill Room

Three hundred and fifty high school and college co-eds oh-ed and ah-ed Saturday morning, November 4, when they viewed the Fall Fashions modelled for them in the Grill Room by 22 members of Eaton's Tenth Junior Council.

With a commentary by the Senior Councillor, Sonya Campbell, who was elected by last year's group to carry on for another term, the attractive young models showed practically every type of dress, coat and sportswear outfit that would be favoured this year by their classmates. Sparkling musical background was supplied by Harold Green's orchestra.

From the comments back stage, the end of the world had come for the high school age models . . . but a view from the audience proved that the teen-age girl of today knows how to look poised and self-assured . . . and can smile prettily at a critical audience.

One of the favourite sportswear ensembles consisted of a smart wine corduroy jacket worn with a colourful plaid skirt . . . and other "tops" on the popularity poll were velveteen weskits to match or contrast colours in casual skirts . . . storm coats . . . jumper dresses . . . jersey tops with skirts either of jersey or other fabrics.

In the millinery picture . . . of course the Junior Councillors chose small, pretty hats . . . but one of the most popular types was the jockey hat . . . a type that fitted

snugly over the short, neat coiffures, and yet was casual and colourful.

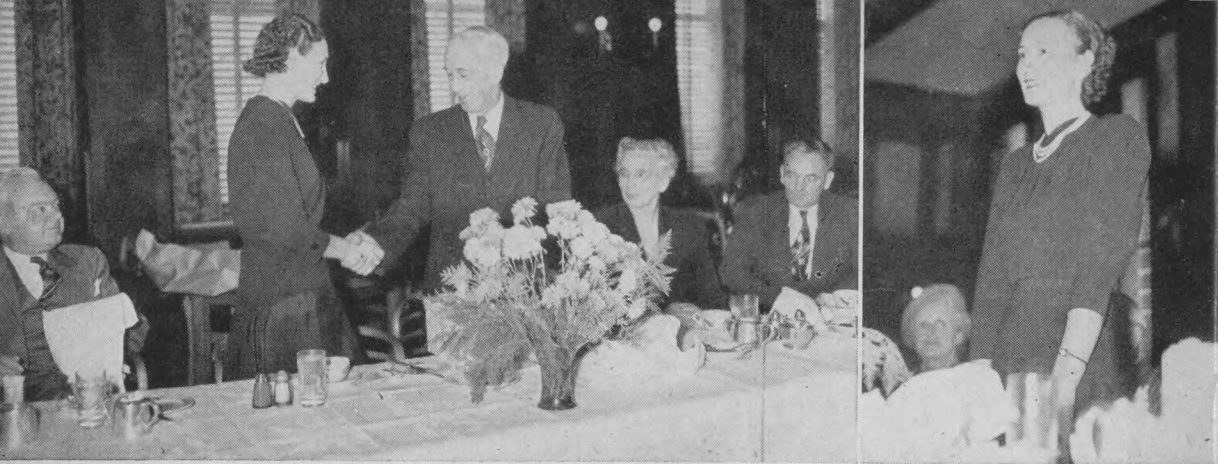
The party dress picture was smart and pretty. The audience liked particularly the sparkling rhinestone trims on black velvet frocks. Another favourite was black polka dot net over pink net, with collar and cuffs in black velveteen. Copper and black were used together in taffeta . . . and, of course, black, in either velvet or crepe, is still a perennial favourite with the young crowd.

The background of the runway in the Grill Room was in the Blue Bomber theme . . . with the Blue Bomber hats and streamers forming the colour interest.

\* \* \*

### Description of Pictures on Facing Page

1. Pat Fisher, Norwood Collegiate.
2. Joyce Seaman, Lord Selkirk School.
3. Jean Fuga, Isaac Newton High School.
4. Commentator, Sonya Campbell, Senior Councillor.
5. Rosemary Lear, Holy Cross School.
6. Betty Black, Gordon Bell High School.
7. Nora Silverberg, St. John's Technical High School.
8. Lynne Shaw, United Collegiate.
9. Alice Sutherland, St. John's Technical High School.
10. Sheila Maccomb, Isaac Newton High School.



Left to right—Mr. Douglass, Miss Crawford, Mr. MacDonell, Miss Kerr, Mr. Laidlaw.

Miss Crawford

## Breakfast for the Bride

Over twenty-five members of the personnel departments attended a breakfast party on Wednesday, October 25, in honour of Elsie Crawford, of the Educational Office, a bride-elect of October.

At the head table, decorated with bowls of yellow and copper chrysanthemums, were Miss Grills, a friend of Miss Crawford's; Mr. G. B. Douglass, supervisor, Grocery Department, where Miss Crawford formerly was employed; Mr. A. D. MacDonell, supervisor, Staff and Welfare; Miss K. M. Kerr, former head of Educational Office; Mr. R. Laidlaw, head of department, Employment Office.

Mr. A. D. MacDonell expressed the appreciation of the Staff Office for Miss Crawford's work and presented her with a pair of Royal Doulton figurines on behalf of the staff gathered there. Elsie Crawford, looking especially lovely in an orchid-coloured dress with a corsage of yellow roses, made a graceful reply.

Mr. Douglass then rose and remarked that the time he had seen Elsie really cross was when the Time Office refused to let her come in to work early enough to please her. The party finished on this amusing note.

## EATON ANGLING CLUB

The evening of November 7 saw the anglers play host to their ladies. They were out in their best bibs and tuckers. Yes! they even scraped off the four-o'clock shadow. With rod and reel left at home they sallied forth with their best gals in tow, to attend a gala social evening and dance put on by the executive. The dance was held in the Valour Road Legion Hall.

The evening's entertainment consisted of a variety of dances, including special spot dances, square dancing, polkas, waltzes and what have you. The highlight of the evening's entertainment included several short "pantomime skits" which were affably handled by the club's social convenor, Ernie Fletcher.

The dancing was under the supervision of the club president, William Evans, ably assisted by other members of the executive. Oh, yes! There were eats, too. The refreshments were in the hands of P. Sytchuk. Honourable mention!

Mr. W. Hill made a presentation offer to one of our associate members, J. Hay, who is leaving with the armed forces for Korea. The offer was that upon Mr. Hay's safe return at the end of hostilities, he would, upon calling at the Canadian Bait Company's store, be outfitted with his own choice of a complete new angling kit.

Many thanks from the members of the club to Mr. Hill for this generous offer on behalf of his company.

*Note to the members from the executive:* Thanks to you and your friends who helped to make the dance such a huge success.

To our members, who due to illness were unable to attend this function, sorry you missed such a good time. However, better luck next time. Next time? Oh, yes! We plan to have another social evening consisting of a whist and dance, sometime early in the New Year.

*Club Notes:* Nominations were held at the November general meeting for the coming election of new officers and executive committee. Elections are to take place at the annual meeting, December 28, 1950.

Don't forget the turkey shoot which has been planned for December 3. Time—12:30 p.m. Place—McGregor Armouries. All those desirous of attending this meet should register their names with any member of the executive.

*Special note to Ye Contacts Ed:* Hello, Bill, we are thinking of you and wish you a speedy recovery. —Members of Eaton Angling Club.

Station EAC signing off. Thank you.

—Arni Cooper.

## SO LONG, OLD TIMER!

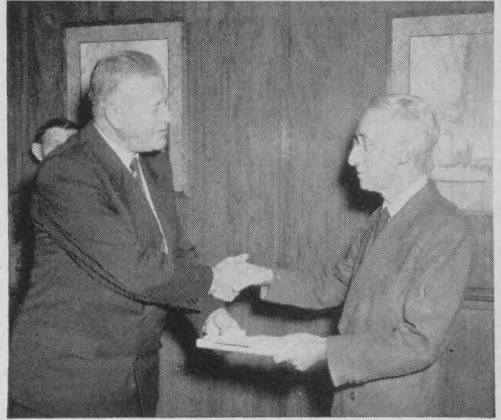
*A fond farewell to these two old-timers who have 78 years of service with the Company behind them. May the next years be the best yet. We'll miss you.*

### JOHN PICKEN

John Picken of the Service Bureau ended 38 years of service with the Company on October 28.

Mr. W. B. Pickard, Store Superintendent, said that 38 years was a long time in the span of life allotted to us, and that John had been a loyal employee for those years.

Mr. Pickard then presented John with a well-filled wallet on behalf of the assembled staff of the Service Bureau, and wished him many years of good health to enjoy his retirement and do all the things he wanted to do.



*Mr. Pickard and Mr. Picken*

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### JEAN TODD

The Drug Order Board said a regretful farewell to Jean Todd who retired October 31 after 40 years with the Company.

Jean was guest of honour at a breakfast held at Moore's where over 80 persons were present. At the head table, besides Jean, were her sister, Mrs. Bedson, Mr. G. P. Blakeman, supervisor, and Mr. William McKerchar, assistant, Drug Department; Mr. Harry McIntyre, in charge of telephones, and Mr. William Gould, formerly head of department, Photo Workroom.



*Left to right—Mr. H. McIntyre, Mr. W. Gould, Miss Todd, Mr. Blakeman.*

Jean was presented with a marcasite necklace as a parting gift from the Drug Department. She also received a bouquet of red and cream roses, a lovely sweater, a musical cigarette box in the form of a Swiss chalet, and many other lovely presents.

\* \* \* \*

### MARY HANFORD

Mrs. Mary Hanford (Staples Department) retired on August 5. On September 27 at a party held in her honour, this picture was taken but arrived too late for the last issue, where you will find the write-up of the party. We are publishing the picture now with all best wishes for many happy years of retirement to Mrs. Hanford.

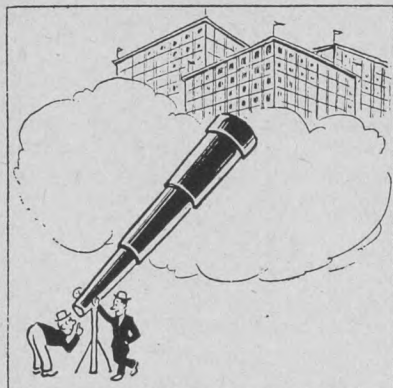


*Mary Hanford*





## WHAT'S GOING ON-



## AROUND HERE?

### MAIN FLOOR

#### Notions

To get up-to-date on some back news we would like to offer our best wishes to Sadie Scott on her marriage to Walter Dawson, and to Doreen Johnson (Buttons) on her marriage to Don Russell.

Welcome back to Phyllis Graham of our department. (She left us a year ago for the east, but decided the best was in the west and is now the owner of a beautiful diamond.)

Good wishes are also in order for Adele Roseveare (Buttons) who has a sparkle on her finger as well as in her eyes.

The notions gave a going-away party for Isabel Olander who left us to make housekeeping a full-time job. Isabel was presented with a gift from the gang, who certainly were sorry to see her leave.

The girls from the Button counter held a dinner at the Homestead in honour of Diane Reid and presented her with a mirror. Diane is the daughter of Kay Reid of the Buttons.

We are very glad to see Nan Allison back after her lengthy and serious illness.

The department wishes to extend its sincere sympathy to Helen Pauls (Buttons) on the loss of her father, and to Mrs. Rice on the loss of her mother.

On Mr. Wakefield's departure for the Juvenile Department, he was presented with a Luger Fishing Reel. Hope he catches some big ones.

We are pleased to welcome Mr. Yelland (formerly of Jewellery) into the fold.

The Notions gang made the ghosts and goblins jump on Hallowe'en when they held a masquerade party at Sturgeon Creek Legion Hall. Prizes were given for the best costumes and fun was definitely had by all.

#### Books and Stationery

Our best wishes to Doreen Baker (Cards) who has recently become engaged to George Knipe of Kenora.

A hearty welcome to Mr. E. Freeman, recently appointed assistant.

Twenty-Eight

Mrs. F. Spicer (Magazines) is ill in St. Boniface Hospital. We hope to see her soon.

Miss M. Wharrie (Books), Miss C. Koslok (Stationery), and Mr. H. Way (Receiving Room) have returned after quite long enforced holidays through illness.

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### SECOND FLOOR

#### Women's Shoes—By Mabel Copeland

About 30 members of the Women's Shoe Department turned out for a housewarming party at the new home of Johnny Frisken, 271 Strathmillan Road, Deer Lodge, on November 3. Johnny was presented with a half dozen glasses by the gang.

#### Piece Goods

Iris Bell (Dress Goods Office) is wearing a very pretty diamond on that all-important finger. The lucky man is George Moody of the Winnipeg Police force. We wish you the very best, Iris (a dainty little miss), and George (tall, dark and handsome).

Joyce Will brought a "glow" to the Dress Goods Department on October 30 when her smile and her diamond were both sparkling. Joyce has become engaged to Bob Gallaher, a printer. Good luck and best wishes to Joyce and Bobby.

Welcome back to Marge Poppele who has been on the sick list for three weeks.

#### Women's Shoes

Catherine and John Frisken would like to thank the Women's Shoe Department for its grand housewarming party held at their new home on Friday, November 3.

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### THIRD FLOOR

#### Meat Department—By Annette Derkach

The army surely does wonders for some people. Our "Kelly" was in to see us while home on leave, and we had quite a time trying to talk to him in between all the hellos from acquaintances.

A few of the gang gathered at Mr. Down's home on Tuesday, October 17, to have an enjoyable evening of whist. Thanks a million for all your trouble, Mr. and Mrs. Downs, and the refreshments were just scrumptious!

One of our favourite butchers, Eddie Sparing, has gone into the hospital once again. Hope you're feeling okay by the time you read this, Eddie.

Our bowling team, the "Tender-Knits," are proving not too tender these days. Keep up the good work, gang. Who knows, we might win—the booby prize (I'm only kidding, I hope)!

Seems that we were just bragging about getting a new butcher by name of Bert Wood, when all of a sudden he got himself moved and is now butchering in our Eaton's at Dauphin. Good luck in your new surroundings, Bert.

We regret to report the passing of Mr. Morrow's step-father, Mr. P. Tweddle, on November 10. Our deepest sympathy goes out to Mrs. Tweddle and Mr. and Mrs. Morrow.

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

—Lloyd Jones

## FOURTH FLOOR

*Women's Coats and Suits*

The department had a weiner roast at Mrs. Bowen's home in honour of Gladys McFetridge. Mr. Graham Scrivener, group manager, presented Gladys with a two-tone blanket on behalf of the staff and offered the good wishes of the department for her future happiness.

A presentation was made Thursday, November 9, to Mrs. Latimer Lloyd (our Johnny) who was recently married very quietly. Mr. Scrivener presented Johnny with a silver tray and teapot.

\* \* \*

## FIFTH FLOOR

*Grill Room Products—By J. Simm*

Good luck and best wishes to Patricia Palmer of 1100M (Basement Luncheonette), who was married to Morris Prokoppa of 1100E (Bakeshop). Pat received linen from her fellow workers, and a lovely case of flatware from the department. Morris, who was once in the same section, received a trilight lamp from the department and an ash-stand from the girls and boys of the Luncheonette.

Wedding bells also rang for Margaret Ragalski of 1100M (Annex counter) who was married on October 14 to Otto Grauman at McDermot Avenue Baptist Church. Margaret was presented with a lovely case of flatware as a gift from the department and she received linen from her fellow workers in the Luncheonette.

Sorry to hear Mr. J. D. Laing, supervisor, hurt his ankle. We hope he will be back with us soon.

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## SIXTH FLOOR

*General Office News—By Thelma Rand*

On November 9 Daisy Day was united in marriage to Fred Pauley. The wedding was held at Young United Church at 7 p.m. Upon leaving the office, Daisy was presented with a lovely coffee table from the staff by Mr. R. B. T. Whitbread, supervisor. The girls held a luncheon on November 1 at the Homestead for her when she received a mirror and a chenille bedspread. Best of luck, Daisy and Fred.

Tuesday, November 7, a dinner was held at the Homestead in honour of Ruth Peterson. Ruth was presented with Revere ware. Ruth's wedding to Steve Chambers was solemnized at St. Matthew's Church, November 18, at 6 p.m. On her departure, Mr. Whitbread, supervisor, presented Ruth with a lovely coffee table from the General Office staff. Best wishes to you both.

We also send our good wishes to Jeanne La Rocque on her recent marriage to John Peabody. Jean received a lamp from the General Office staff.

Thursday, November 2, Evelyn Wright came into the office with a bright smile—reason—a lovely diamond from Wally Slobodian. Then on November 13, Doreen Moffat became the proud wearer of her diamond from Peter Berakos. Best wishes to all of you.

Lieutenant Brian Munroe of the P.P.C.L.I., paid us a recent visit. Congratulations on your new commission, Brian.

Four more members of our staff have left us this month. Anne Moore and Mary Evans to take up their housekeeping duties. Anne received a flamingo bird figurine, and Mary received a gift of jewellery.

Dorothy Adams has left to reside in Teulon. She was presented with stockings as a parting gift. Pat Harwood (Correspondence) moved to the Western Buying Office. She received a blouse upon leaving our midst.

Get well wishes are extended to Mary MacDonald who is still in hospital, and to Dorothy Holland who is still on the sick list. We hope to see all our members who are under the weather back with us soon.

Come one, come all, to the General Office Christmas party on Tuesday, December 12, at 8 p.m., at the Marlborough Hotel.

\* \* \*

## SEVENTH FLOOR

*Wages Office—By Ruth Bardal*

Thelma Gillespie was married to Vincent Blake at St. James Riverview United Church at 7 o'clock, Wednesday, November 8. The office presented Thelma with a flamingo chenille bedspread and she was the guest of honour at a shower given by Wilma Mahood, Mona Fraser and Mary Marlow, where she was presented with Revere ware and a clothes hamper.

*City Inspectors—By M. Fryer*

Lillian Rasmussen was married at St. Mary's Cathedral to Bill Burgess on October 14. Lillian received bedding from the girls and a mirror from the department.

Betty Hammond (Markers) was married to Don Woodiwiss at St. Jude's Church on October 7, 1950. She received Revere ware from the girls of the department and a mirror from the department.

*Electricals*

Pauline Innis, of the Electricals, was married to Jack Conway on October 21 at the minister's home. When Pauline left the department on October 18 she was presented with a trilight as a gift of the department. Mrs. Clee entertained the girls at her home at a miscellaneous shower for Pauline.

*City Budget Plan*

Wedding bells have been pealing forth from the Budget Plan Office as we go to press with four marriages to report.

Eleanor Ellis was united in marriage to Earl Smith on September 30 at St. Matthew's Church. On her departure from the office she was the recipient of a mirror and an electric kettle.

On November 4, Joyce Hockley pledged her troth with Bill Atkinson at Crescent Fort Rouge United Church. Prior to her departure, Mr. H. E. Shearer, assistant, presented Joyce with a table lamp and a waffle iron.

Helen Crierie's marriage to Jack Rodie was an event of November 10 at St. Edward's Church. Helen was presented with a rose chenille bedspread and a mirror by Mr. H. E. Shearer, assistant, on her departure from the office.

Mr. W. Freeman, head of department, presented Mary Millar with an electric tea kettle when she left the department to become the bride of Harold Boyce on November 11 at a wedding solemnized at the home of the bride. Good luck and best wishes to you all.

A luncheon honouring Mary Millar, Joyce Hockley and Helen Crierie was held in the Oak Room of the St. Regis Hotel by members of the Budget Plan staff.

## CONTACTS

Terry Houde was presented with a leather brief case when she left the office to further her musical studies in Toronto. Good-bye and good luck.

\* \* \*

### EIGHTH FLOOR

#### *Telephones*

Welcome back to Fanny Tomes (Provision Orders) after four months' illness.

Our sympathy is extended to Mrs. A. Gibb (Provision Orders) on the loss of her husband, and to Mrs. N. Alexander on the loss of her father.

We are glad to see Mrs. M. Frederickson (Drug Board) back after two months' absence, and we hope to see Mrs. Isabel Dunsmore, who is still away, back soon.

#### *Women's Alterations—By Mrs. Fedorak*

We are sorry to learn that Mrs. J. Jones and Miss Agnes Adams are confined to hospital. We wish you both a speedy recovery and hope to see you back at work soon.

#### *City Advertising*

City Ad extends a hearty welcome to three newcomers to the department who joined since we last reported. Peggy Irving of the Art Section, who hails from Regina, Rose Cooper, copywriter, who spent the last year in Toronto with the CBC, and Bill Bannatyne, Art Section.

Ed Vopni (copywriter) and Joyce have a new daughter, born on October 23.

Our fond farewells to Jack Myers who has been transferred to the Saskatoon advertising department. Hope you like it, P.J.

Our red-headed office boy, Bob Regan, seems to have deserted us for the sixth floor. Don't you miss the nut-house, Bob?

#### *Contacts*

—wishes to send regards to "Ye Ed," who is recuperating from an operation. We hope he gets his wish to be around the Big Store again in time for the Christmas season. Best wishes from all of us. Here's to your speedy recovery!

\* \* \*

### ELEVATOR UPS AND DOWNS

#### *By Agnes E. Reese*

Our congratulations go to Mr. J. Sutherland who celebrated his 30 years with the Company on November 9. The men presented him with a large mirror and Mrs. Sutherland with a box of chocolates. Our best wishes, Joe, good health and good luck.

Mabel Huff became the bride of Eric Nickkel on Saturday, November 11. On Mabel's departure, the girls presented her with a pair of pictures. The couple are spending their honeymoon in Toronto and points east. Best wishes, Mabel and Eric.

Welcome to Jean Morfoot, a new elevator operator, from Beausejour.



## IN THE MAIL BAG

### SECOND FLOOR

#### *M.O. Packing—By G. Burton and C. Ridgedale*

Our good wishes to Pauline Lemecha who left Wednesday, November 15, to become the bride of Henry Horesky on November 18, at Holy Eucharist Church. Before leaving, Pauline was presented with a table from the department and the girls on the staff gave her a trillight and a chenille spread. Best of luck to you both.

Best wishes to Mildred Stevens who left October 26 to become the bride of Gustan Vyado, October 28. Before leaving to make her new home in Windsor, Ontario, the girls of the department presented her with a lamp. Good luck to you both.

Our best wishes go out to Mary Gilleta who became the bride of John Harder at Norwood United Church on October 21. On leaving the department Mary received a lovely mirror.

Our best wishes also to Hazel Ellis who left to marry Thomas Onslow, November 18. A miscellaneous shower was held at the home of Mrs. Jessie Harper on October 15. On October 25 Hazel received a torchiere lamp at a presentation made at the home of Chris Owler. Before leaving, Hazel received dishes and dinette chairs from the department and friends.

Three members of the staff are sporting dazzlers on their left hands this month: Mona Johnson, Dorothy Carlstrom and Nettie Yarmevich. All the best, girls.

Congratulations to Mary Patton who celebrated her 25th anniversary with the Company on October 26.

Also to Johnny Pilkington and Len Ringrose on their 35th anniversaries, October 28 and November 13, and to Miss Jonasson on her 30th, October 19.

\* \* \*

### FOURTH FLOOR

#### *M.O. Women's Shoes—By L. Shadbolt*

Pat Fines left us October 16 to join the office staff of Men's Shoes. We'll miss you, Pat, but wish you success in your new job.

Monday, October 30, was brightened up considerably by the lovely diamond flashing on the finger of Lil Hicks. Lil received it a week earlier but didn't breathe a word. The lucky man is Ken Corrigan.

\* \* \*

### FIFTH FLOOR

#### *M.O. Sporting Goods and Toys*

#### *By D. Hardiman and J. McNiven*

A party was held on November 10 at the West Kildonan Legion Hall in honour of Samson McCallum on the occasion of his 25th anniversary with the Company.

Mr. Wilson was in to see everyone on the occasion of Mr. McCallum's anniversary and is looking very well and bragging about his new cooking ability. We all hope to see him again in the near future.

#### *M.O. Draperies—By R. Prynn*

Another sparkler illuminates our department. Irene Beer came in all aglow on Monday, November 6, wearing a beautiful diamond ring. The lucky fellow is Ross Morrison. Best wishes, Irene.



**SIXTH FLOOR***Mail Order Staples*

Congratulations to John Stevenson of our department, who has been elected president of the Winnipeg Central Lawn Bowling Club. John has been a keen bowler for many years and we wish him and his club a successful year.

Sincere sympathy is extended to Ruby Gibb on the death of her brother, Thomas.

We welcome Steve Kalansky and Harry Turney back to work after their recent illnesses.

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**SEVENTH FLOOR***M.O. Juvenile and Sportswear**By M. Pariseau and J. Johnston*

Congratulations to Mr. Keeley on his recent appointment as supervisor of Women's Sportswear. On the occasion of his departure, Mr. F. J. Barnsdale, supervisor, Juvenile Department, on behalf of the staff, presented Mr. Keeley with an ice thermos. Our best wishes for your future success, Mr. Keeley.

We would like to take this opportunity to welcome Mr. R. Eaton, formerly of Store Lingerie, to our staff. Their loss is our gain.

We are glad to hear that Irene Mitchell is recovering from her tonsillectomy. Hope you will soon be back with us, Irene.

*M.O. Lingerie—By B. Nasb*

On Saturday, October 28, our staff gathered at the home of Mr. and Mrs. R. A. Chatfield for a party in honour of Ellen Deason who celebrated her 25th anniversary with the Company on October 31.

Mr. R. A. Chatfield, head of department, presented the guest of honour with a gift of jewellery from all those present, and a surprise gift brought in by dog team (?) caused considerable merriment. Ellen's friendly manner and good sportsmanship have won her many friends, as her gift-laden table and many well-wishers proved when her big day arrived.

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**EIGHTH FLOOR***M.O. Exchanges—By M. Davies*

Vera Cowie was married to Ronald Frederickson on October 28, at the First Lutheran Church. Vera was presented with a bedthrow from the department, and Pearl Zyba entertained in Vera's honour at a miscellaneous shower at Mrs. Sharpe's home. Best wishes, Vera and Ronald, for a very happy future.

November 4, Jack Greenwood left us to take up new duties in the Mailing Department. Mr. G. W. Robinson, head of department, presented Jack with a Parker pen, a parting gift from the staff. A second presentation of a Parker pencil, shirt and tie, was made by Miss Scott on behalf of "our signers." Good luck, Jack, in your new venture.

We welcome Charlie Aldous as Jack's successor. We hope, Charlie, you will be very happy with us.

Eleanor Young returned from her quarter-century holiday bright-eyed and full of pep. Nice to see you around again, Eleanor.

**PROUD PARENT**

Our assistant, Harold Brown, is walking on air these days. The reason, well it's a very special one. On November 2, Mr. and Mrs. Brown became the proud parents of a baby girl, Donna Elizabeth. The gifts galore that arrived for baby Donna included a silver cup from M.O. Exchanges staff, also a satin pillow and comforter, gifts from "our signers."

*M.O. Complaints—By J. Baynes*

A popular member of our department, Charlie Aldous, left to join the staff of M.O. Exchanges recently. Sorry to see you go, Charlie, but the best of luck and success in your new work, is the wish from all of us.

*M.O. Copying—By D. Hunt*

Mary Skipchak left the department November 4 to become the bride of Michael Horbal on November 17, at St. Vladimir and Olga Cathedral. Mary received a torchiere lamp from the department and Revere ware at a shower held by the girls. All the best, Mary and Mike.

Lucienne Lemire's marriage to Emile Landry took place at St. Norbert Catholic Church, October 30. Before leaving, Lucienne received blankets and a quilted comforter from the department and a linen shower was held in her honour by the girls. Lucienne and Emile will live at Churchill.

Belated good wishes to Jean Stoeffler who has been wearing a lovely diamond for some time.

Best wishes to Julie Woloshyn who received her diamond on November 8.

*M.O. Photographic—By S. Sapiak*

Seems Cupid just couldn't wait till Christmas, for Chris Gudmundson came in sporting a beautiful diamond. The lucky fellow is Bud Wilton, a former member of this department. Our good wishes to both of you.

*M.O. Files, Salesroom and Correspondence**By R. Soutter and D. Baldon*

A very enjoyable dinner was held at the New Nanking, October 19, in honour of Connie Ness, who celebrated her 25th anniversary with the Company. Connie was presented with a lovely wrist watch and blanket from the department. She also received many more beautiful gifts.

Mr. Harold Sadleir also celebrated his 35th anniversary with the Company on November 10. A dinner was held in his honour at the New Nanking. Mr. Sadleir was presented with a Parker 51 pen and pencil set from the department.

Eleanor Oleschuk received a lovely diamond recently. Good wishes from all of us, Eleanor.

Our regards to Mary Sadler, who is on the sick list. We hope it won't be long before you are back with us again.

*M.O. Cash Office—By Olga Loyk*

Good wishes are in order for both Dorothy Payne and Gladys Cook, who were married recently. Wishing you lots of happiness.

Glad to see that Olive Barney is back again with us after a long illness. We hope to see Marg Dawson, who is now on our sick list, back again soon.

The girls of the Cash Office are sorry to see Ethel Heintz go, but we all wish her lots of luck in her new home in Vancouver.

Our deepest sympathy goes to Marg Orton and Bertie Stevens, who, recently lost their mothers.

*M.O. Correspondence—By June de Gagne*

Now that the sick list has been destroyed, the office is again running smoothly. Bea Winters and Phil Stalker are both back and it is certainly nice to see those bright smiles again.

*M.O. Candy Factory—By L. Waite*

We would like to extend our good wishes to Maj-britt Wendel on her recent engagement. The lucky boy is Metro Oneschuk. Best of luck to you both.

**PRINTING PLANT PATTERN**

*By M. Torrance*

Some 18 years ago the girls of 1203, now 1745, planned that in the year 1950 they would hold a reunion. So the event was held at the Homestead, October 27, when 22 of the original 33 sat down to a turkey dinner.

Mrs. Goulet welcomed the guests. A roll, the maiden names of the girls, was called, and any of them who were married answered by giving their married names. Letters from those unable to attend were read by Mrs. R. Holgate, Miss E. Dubois and Miss E. Fryer.

The evening was spent in games and reminiscing. Thoughts flew back over the years as the girls talked over events and happenings since they last met.

Later in the evening tea was served. At the supper was a delicious cake sent to the reception by Mrs. E. Collins of Vancouver. The flowers used as a table centre were presented by Mr. J. Laverigne.

Those present were F. Post, S. Hook, E. Peever, A. Finch, A. Heiland, A. Braid, E. Capewell, L. Ward, M. Tees, L. Paget, M. Drewry, M. Rutherford, R. Holgate, B. Goulet, E. Dubois, P. Chapman, E. Wilde, R. Savage, A. Bannister and D. Zaidman.

Those unable to attend were Mrs. R. Storm of California, Mrs. E. Collins, G. Greer, A. Wilson, A. Conklin, P. Fellows, M. Hoffman, M. Bowering, all of Vancouver, and Mrs. D. Jackson of Winnipeg.

We are sorry to learn that Mrs. R. Holgate has fallen and injured her knee, and that Mr. A. Clay burned his hand. We wish you both a speedy recovery.

**SUCCESS**

To achieve what the world calls success a man must attend strictly to business and keep a little in advance of the times.

The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

Every man should make up his mind that if he expects to succeed, he must give an honest return for the other man's dollar.

Grasp an idea and work it out to a successful conclusion. That's about all there is in life for all of us.

—Edward H. Harriman

**RECENT APPOINTMENTS**

(Continued from Page Eleven)

**Saskatoon**

Advertising and Ticket Writing:

MR. P. J. MYERS, head of department.

**Prince Albert**

Advertising, Ticket Writing, Sketching:

MR. E. G. SHERWOOD, assistant.

**Victoria**

MR. W. GILMOUR has been appointed manager at the above Store.



**LETTERS OF CREDIT**

"Ste. 2, Fairview Apts.,  
"Provencher Ave.,  
"St. Boniface, Man.,  
"October 19, 1950.

"Personnel Department,  
"T. Eaton Co. Limited,  
"Winnipeg, Man.

"Attention: Personnel Manager.

"Dear Sir or Madam:

"Recently my wife had the misfortune to lose \$100 in cash in your store. One of your employees, Mr. C. A. Reynolds, Department 179, turned in this money and we were the pleased recipients of the same. I wish you would thank Mr. Reynolds, and although I have contributed in a small way to his honesty, I feel that if you can see your way clear, it would be nice to have the Company commend him for his action.

"When you think of the odds there are of anyone turning in this amount of money, you will certainly agree with me, that we think very highly of your Mr. Reynolds and also of the firm of The T. Eaton Co. Limited for having such honest employees.

"Once again I wish to thank the firm and also Mr. Reynolds for his kind and considerate action. I remain,

"Yours truly,

"N. G. Cameron." (Signed.)

\* \* \*

**Selling the Cookie Club**

"Box 131,  
"Banff, Alberta,  
"November 19, 1950.

"The T. Eaton Co. Limited,  
"Winnipeg, Man.

"Dear Sirs:

"Years ago I taught school and in teaching a geography lesson I asked: 'Where is Winnipeg?' A small boy stood up and said: 'It's at Eaton's.'

"Now I am a grandmother and my second little granddaughter is learning words by pointing to doll, baby, etc., in your catalogue. I have been amused and am passing this on to you to show the other uses of your catalogue besides selling.

"Yours truly,

"Mrs. George R. Reid."

## **In Memoriam**

### **HERMAN A. HOOKINGS**

Word has been received of the passing of H. A. Hookings, on October 22, at the home of his daughter, Mrs. W. E. Moses, of Los Angeles, California, where he lived since his retirement five years ago.

Mr. Hookings worked with the M.O. Women's Shoes for thirty years until his retirement owing to ill health. He was very interested in church work all his life.

Mr. Hookings is survived by his widow, two daughters, Mrs. Moses in California and Mrs. C. H. Brown, Winnipeg; two granddaughters and a great-granddaughter, to whom our sympathy is offered.

### **WILLIAM THORPE**

William Thorpe, who was an employee on the staff of the Western Buying Office until his retirement in January of this year, passed away on October 26.

Mr. Thorpe started with the Company in 1916 and was with the M.O. Packing for two years. He then left and rejoined the staff of the Western Buying Office in 1941, where he stayed until his retirement.

Mr. Thorpe was secretary-treasurer of the St. Vital Fair for many years, and took an active part in all the St. Vital community efforts. He was noted for being "always on the job," a thoroughly reliable employee, and will be missed by his friends in the Company as well as his neighbours in St. Vital.

Our sympathy goes out to his wife, his son James, with the Stove Department, and another son and daughter, who survive.



### **We extend sincere sympathy to those members of the staff who recently suffered bereavements:**

#### **In the Loss of a Father**

MRS. E. STRUTINSKY (Cafeteria)  
MRS. L. INGRAM (Third Floor Cake Counter)  
MR. J. THORPE (Coal and Wood Stoves)  
MISS M. THORBURN (Groceries)  
MR. J. THORBURN (Garage)  
MRS. N. ALEXANDER (Telephones)  
MISS E. POWERS (Lingerie)  
MISS J. CLYDE (Foodateria)

#### **In the Loss of a Brother**

MISS RUBY GIBB (M.O. Staples)

#### **In the Loss of a Mother**

MISS M. ORTON (M.O. Cashiers)  
MRS. J. DAVIES (Service Bureau)  
MR. H. REPETA (M.O. Men's Clothing)  
MR. A. G. PRYCE (Men's Furnishings)  
MRS. B. RICE (Notions)  
MRS. E. LOZO (Draperies)

#### **In the Loss of a Step-Father**

MISS J. PAULS (Restaurant Bar)  
MISS H. PAULS (Notions)  
MISS I. DAVIS (M.O. Copying)  
MR. M. MORROW (Meats)

#### **In the Loss of Her Husband**

MRS. A. GIBB (Telephones)

MRS. J. BEREZOWSKI (Dining Room)





PLASTICS

## TOY- LAND

The winking clowns with their red bulb noses, the candy-striped counters and the red and silver tinsel streamers make Toyland sparkle with bright coloured gaiety, and put all comers in a festive mood for the coming season.

THE T. EATON CO. LIMITED  
WINNIPEG CANADA